A STUDY ON CUSTOMER SATISFACTION TOWARDS SERVICE QUALITY OF VARIOUS MOBILE PHONE NETWORK SERVICE PROVIDERS

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Abstract

As market growth slows on as market becomes more competitive, service providers are more likely to attempt to maintain their market share by focusing on retaining existing customers., The customers' satisfaction widely varies with communication quality, network availability, call rates, customer care and various attributes of service providers. A structured interview schedule was developed and tested with pre-test and circulated among respondents. Collected date were analysed to answer the objectives of the study. To improve customer retention has been advocated as an easier and more reliable source of service providers. Hence, they are offering variety of services to satisfy the needs of consumers. The study proves that customers are continuing with the service providers who have low call rates and wide network connectivity.

Keywords: *customer satisfaction, communication quality, network availability, service providers, customer care, call rates, network connectivity*

Introduction

The Telecom Sector is one of the fastest growing Sectors. It offers three categories of services, namely, fixed line, wireless and cellular service. The cellular service is called as mobile service because of its nature of usage. There are two types of mobile service networks (a) Global System for Mobile (GSM) and (b) Code Division Multiple Access (CDMA). The band width of GSM varies from CDMA. The service industry supports the natural economy with more than 55 per cent growth rate. Its contribution to the Gross Domestic Product (GDP) is less than 20 per cent.

To hasten the growth and strengthen the Indian Economy, it is essential to study the nature of service offered. The study is enlightened to the service quality of Mobile networks. According to Cellular Operator association of India (COAI), India ranks between the top ten telecom network in the world and the second largest in Asia. India. India's mobile user base grew to 1,035.12 million at end of June 2016 (http://www.ndtv.com/india-news/indias-mobile-user-base-touches-103-5-crore-telecom-regulator-1456845)

Customer Satisfaction

The customer satisfaction is defined as the perceived values among users of mobile phone services. Business always starts and closes with customers and hence the customers must be treated as the King of the market. All the business enhancements, profit, status, image etc of the organization depends on customers. Hence it is important for all the organizations to meet all the customers' expectations and identify that they are satisfied customer.

Customer Satisfaction is so Important Because of These Following Factors

- It's a leading indicator of consumer repurchase intentions and loyalty;
- It's a point of differentiation;
- It reduces customer churn;
- It increases customer lifetime value;
- It reduces negative word of mouth; and
- It's cheaper to retain customers than acquire new ones.

Service Quality

Service quality is an abstract and elusive construct because of three features unique to services: intangibility, heterogeneity, and inseparability of production and consumption argued by parasuraman, et.al Service quality can be divided into perceived service quality and objective service quality. Perceived quality is the consumer's judgment about an entity's overall excellence or superiority stated by Zeithamal. Whereas objective service quality is a form of attitude, related but not equivalent to satisfaction and results from a comparison of expectations with perception of performance, said the Garvin.

Definitions of Service Quality

Parasuraman et al. (1985) have defined service quality as "the global evaluation or attitude of overall excellence of services". So, service quality a difference of customers' expectations with perception of services delivered by service firm. Binter, Booms and Tetreauly, (1990), "The customer's overall impression of the relative Tetreauly, 1990 inferiority/superiority of the organization and its services." Asubonteng McCleary and Swan,(1996), "The difference between customer's expectations for service performance prior to the service encounter and their perceptions of the service received". Hannikainen, et.al., (2002), "It is the capability of a network to provide services and to fulfill user's expectations".

Objectives of the Study

- To investigate the customer satisfaction level towards their mobile service provider;
- To assess the responsiveness, reliability, and tangible aspects of customer satisfaction;
- To analyses key determinants of customer satisfaction in mobile service providers; and
- To understand and offer valuable suggestions to improve the service of mobile service provider.

Methodology

The research article was descriptive in nature; simple random sampling method was adopted; pre-tested interview schedule was used to collect the primary information from the respondents; Frequency analysis, Cross tabulation were used to analyze the collected data. The study period was January 2016. The targeted respondents are randomly selected from Bannari Amman Institute of Technology (BIT), sathy, Tamil Nadu, India i.e Non-teaching faculties from various departments (PA, Attender, Lab Technician), workers in various fields such as civil construction, Workers in dining halls (days scholars and hosteller (Boys and girls) and power house.

Analysis and Discussions

Age: Majority of the respondents (35%) are belong to 22-26 aged followed by 18-21 (20%), 32-37 (18%), 38 and above (14%) and 27-31 are 13%.

Gender: Male (53%) outweighs female (47%) respondents

Education: Respondents are educated upto post graduation level (36%), 18% are illiterate, 13% respondents are undergraduate, 12%, 10% and 11% completed primary, secondary and higher secondary schooling respectively. The figures are evident that irrespective of educational qualifications the mobile has wide coverage of customers.

Occupation: Personal Assistant and lab technician from various departments shares equally (20 per cent each), attenders 15 percent, Boys and girls hostel workers are in equal numbers (11 per cent each) civil construction workers 10 percent, days scholar dining workers 9 percent and power house employees are 4 per cent.

Mobile Service:81 per cent of respondents are using prepaid and rest 19 percent is post paid

Mobile Network Generation: 42 percent of respondents availing 4G, 39 and 19 percent are using 3G and 2G respectively.

SIM Card Service Providers: 28 percent of respondents are enjoying BSNL service followed by Aircel 26 per cent, Airtel 23 per cent, Vodafone 16 per cent, Docomo 3 per cent, Idea 2 per cent and Reliance 2 per cent.

Service Scheme: Majority (41%)of the respondents are belong to Normal Monthly plan scheme, 35 are using card recharge plans when ever need arise, 24 percent were using lifetime plans

Dual SIM Users: 58 percent of the respondents are using dual **SIM** services rest are single SIM users.

Reasons for Dual SIM: cheaper call charges (30 percent) call rates are minimal to the same service provider so they bought second SIM in order to contact their family members and friends at low cost, Internet access (28), free outgoing calls (22) and cheaper SMS charge (20).

Table.1

Mean rank of various parameters used to measure of service quality and customer satisfaction level towards reliability	Test statistics of service quality and customer satisfaction level towards reliability

Parameter	Mean Rank
Network coverage reliable	2.34
Service are delivered promptly	2.44
Voice clarity	2.74
Delivery of SMS, MMS, voice message & other service are timely	2.49
Particulars	**Value**
No of Respondents	100

Chi-Square	8.916
Degree of Freedom	3
Asymptotic. Significance	.030

Null hypothesis

The various parameter is used to measure reliability among mobile service providers are not significant.

Alternative hypothesis

The various parameter is used to measure the reliability among mobile service provider are significant. Trustworthiness of respondents towards the service providers quality services were ranked by the customers. Of which Clarity in voice call secured highest mean rank 2.74 and Internet coverage secured the lowest mean rank 2.34. The asymptotic significance value is .030 i.e. less than the 0.05 which signifies reject the null hypothesis. Hence, the various parameters used to measure the reliability are significant.

Measure of service quality and customer satisfaction level towards responsiveness
Table.2

Mean rank of various parameters used to measure of service quality and customer satisfaction level towards responsiveness

Test statistics of service quality and customer satisfaction level towards responsiveness

Parameter	Mean Rank
Service providers are always willing to help	2.00
Service providers are giving attention to the customer problem	1.96
Are they listening customer feedback	2.05
Particulars	**Value**
No of Respondents	100
Chi-Square	.749
Degree of Freedom	2
Asymptotic. Significance	.688

Null Hypothesis

The various parameter is used to measure responsiveness among mobile service provider are not significant.

Alternative Hypothesis

The various parameter is used to measure the responsiveness among mobile service provider are significant. In assessing the responsiveness of service providers, giving attention to the customer problem secured lowest mean rank, and responding the feedback of customers got the highest rank. These statements are not varied much. Merely respondents reported that without the knowledge of customers certain packages such as ringtones, health tips, astrology

etc are charged; very few respondents are reporting to the customer care most of them not reporting. The asymptotic significance value is .688 i.e. greater than the 0.05 which signifies reject the alternative hypothesis. Hence, the various parameters used to measure the responsiveness are not significant. Hence accept the null hypothesis.

Measure of service Quality and customer Satisfaction Level towards Assurance
Table.3

Mean rank of various parameters used to measure of service quality and customer satisfaction level towards tangibles

Test statistics of service quality and customer satisfaction level towards tangibles

Parameter	Mean Rank
Visual appealing comfort to physical facilities	3.17
Promotional offers are communicated properly	2.61
Info/message in top-up card are clear and useful	3.03
Billing methods are transparent & simple	2.99
Retail outlets are available in enough numbers and are easily accessible	3.20

Particulars	Value
No of Respondents	99
Chi-Square	16.203
Degree of Freedom	4
Asymptotic. Significance	.003

Null hypothesis

The various parameter is used to measure tangibles among mobile service provider are not significant.

Alternative hypothesis

The various parameter is used to measure the tangibles among mobile service provider are significant. Service quality towards the tangible services of service providers are assessed in five statements, of those, availability and accessibility of retail shops secured 3.20 mean rank and the lowest rank to lack of transparency and complication in billing methods. The asymptotic significance value is .003 i.e. less than the 0.05 which signifies reject the null hypothesis. Hence, the various parameters used to measure the assurance are significant. Hence accept the alternative hypothesis.

Table.4 Distribution of the Respondents According to the Dual SIM Users and Age

Age	Are you using dual SIM		Total
	Yes	No	
18-21	16 (27)	4 (10)	20
22-26	27 (47)	8 (19)	35
27-31	3 (5)	10 (24)	13

32-37	9 (16)	9 (21)	18
Above 38	3 (5)	11 (26)	14
Total	**58**	**42**	**100**

Source: Primary data

Dual SIMs is very popular in location where lower prices apply to calls between clients of the same service providers; Young adults (47 per cent) are using dual SIMs in more than 18-21 (27 per cent) age group rest 26 percent been shared by other age group. Totally 42 percent of respondents are not interested to use dual SIM service. Of which above 38 age group to 27-31 age constitutes to 71 per cent rest 29 per cent shared by 18-21 and 22-26. The result shows that dual SIM users are reducing when the age of respondents are increasing, it has inverse relationship with age and Dual SIM service selection.

Table-5 Mean Score of Customer Satisfaction on Various Attributes of Service Providers

Attributes	Aircel	AirTel	BSNL	Docomo	Idea	Reliance	Vodafone	Other
Call rates	2.6	2.4	3.0	2.6	2.0	1.9	2.3	1.9
Network coverage	2.6	2.9	3.0	2.2	1.9	1.9	2.9	1.3
Roaming charge	2.1	2.6	3.0	1.8	1.5	1.7	2.7	1.2
SMS offers	2.2	2.8	2.0	2.3	2.1	1.9	2.3	1.5

Source: Primary Data

Customers are scaled (1 to 5) the performance of the service providers on various attributes such as cheaper call rates, network coverage. Roaming Charges and SMS offers. In call rates the highest mean score is 3.0 by BSNL, followed by aircel (2.6), Docomo (2.6), airtel (2.4) Vodafone (2.3) the rest are ranges from 2.0 to 1.9 score. In Network coverage also BSNL secured the same score (3.0) airtel (2.9) vodafone (2.9), aircel (2.6). In roaming Charge also the BSNL (3.0) Vodafone(2.7), airtel (2.6). SMS offers airtel secured highest score of (2.8) the second highest is 2.3 by Docomo and Vodafone. It is inferred from the table that BSNL services are good in attributes of call rates , Network coverage and Roaming charges compared to all other service providers, Where Airtel service are superb in SMS offers.

Suggestions

- Illiterate respondents are not aware of network generation 2G, 3G and 4G and the purpose. Creating awareness on those purposes may enhance their customer numbers.
- Customers are not interested in post paid scheme irrespective of educational qualifications, introducing new schemes or welcoming offers may attract the customers.
- Promotional offers may introduced for new customers such as free internet, SMS, reduction in call rates etc

Conclusion

The competitive environment in mobile phone industry in India has becoming deeper day by day. To meet the increasing demand the service providers also vigorously upgrading their

services by promoting the existing offers to retaining the existing customers and introducing new welcoming offers to attract the new customers. The study was undertaken to assess the consumers' perception on the mobile network service providers attributes. The study disclosed the needs of the customers are different on different backgrounds such as business class, housewives and employees of various orgsniation. Hence, from the study the customers are expecting to have wide network coverage, lowest call charges. Though the intention of the user differs all are unique in call rates.

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